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Press Release: November 2009

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## QHotels Reward Loyal Guests

AA Hotel Group of the Year 2008/09 QHotels has this week unveiled its new and improved loyalty programme. Entitled 'Jump the Q' the scheme, which has always treated its regular guests to privileges including speedy check in and preferential room selection, has now added complimentary internet access to its list of benefits.

The scheme, which was initially launched in September 2007, is available to all QHotels visitors but is actively promoted to guests who have stayed with the QHotels collection on more than five occasions.

"QHotels launched 'Jump the Q' as a medium to add value to our guests' stays as well as further cement their one of a kind experience. As a group we are always looking to improve our offering and the introduction of free internet access to our regular guests is just another example", commented Nic Oldham, QHotels Commercial Director.

- That's all for now -

The QHotels 21: **The Westerwood Hotel & Golf Resort** - Near Glasgow... **Aldwark Manor Golf & Spa Hotel** - York... **The Queens** - Leeds... **Forest Pines Hotel & Golf Resort** - North Lincolnshire... **Tankersley Manor** - Tankersley, Nr Sheffield... **The Midland** - Manchester... **The Park Royal** - Stretton, Warrington... **Crewe Hall** - Crewe, Cheshire... **The Nottingham Belfry** - Nottingham... **Telford Hotel & Golf Resort** - Telford, Shropshire... **Stratford Manor** - Stratford-upon-Avon... **The Stratford** - Stratford-upon-Avon... **Chesford Grange** - Kenilworth, Warwickshire... **Hellidon Lakes Golf & Spa Hotel** - Hellidon, Northamptonshire... **The Cheltenham Chase Hotel** - Gloucestershire... **The Cambridge Belfry** - Cambourne, Cambridge... **The Oxford Belfry** - Thame, Oxford... **The Hampshire Court Hotel** - Basingstoke, Hampshire... **Norton Park** - Winchester, Hampshire... **Bridgewood Manor** - Chatham, Kent... **Ashford International Hotel** - Ashford, Kent

If you've got a question, need a few pictures or simply want to pay us a visit... you only have to ask:

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QHOTELS



Hotel Group of the Year  
2008 - 2009

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A little bit about us:

- QHotels prides itself in its collection of 21 carefully nurtured, unique properties throughout the UK. Some hide away in the most beautiful countryside, some preside over bustling city centres, but each with its own little idiosyncrasies, ensures guest enjoy a truly unique experience - whether staying for pleasure or business.
- Founded in 2003 by Managing Director - Michael Purtill, Sales Director - David Taylor, Finance Director – Ian Goulding and investment company Alchemy Partners;
- The collection has grown from 2 to 21 properties over the last six years.
- The collection, which boasts iconic properties including The Midland in Manchester, The Queens in Leeds and Crewe Hall in Cheshire, has been voted AA Hotel Group of the Year 2008/09 and is ranked 17<sup>th</sup> in The Times Buyout FastTrack register of the 100 fastest growing private equity backed businesses... one of the few companies to feature in the top 100 in two consecutive years. In addition to this... January 2009 alone saw QHotels shortlisted for the Business Hotel Brand of the Year Award at the Business Travel Awards and Winchester property Norton Park scoop two HRS Hotel Excellence Awards (Excellence in Meetings and Excellence in Business Management). Since then QHotels trophy cabinet is buckling under the weight of new awards, including 'Most Improved Brand' for the second year in a row in the 2009 BDRC UK Meetings Market Survey and the 'Excellence in Training Award' in Caterer & Hotelkeeper's Best Places to Work in Hospitality 2009
- Take a look at our website [www.QHotels.co.uk](http://www.QHotels.co.uk)